

WE CLAIM:

1. A fuel dispensing system, comprising:
fuel dispensing equipment;
a user interface;
5 a display; and
a controller operably coupled to the fuel dispensing equipment,
the user interface, and the display, the controller adapted to determine a
manner in which a user will pay to dispense fuel and to display information on
the display as a function of the manner in which the user will pay to dispense
10 fuel;
wherein at least a portion of the display information is unrelated
to the manner in which the user will pay to dispense fuel.
2. The fuel dispensing system of claim 1 further comprising a
network interface operably coupled to the controller and connectable to one or
15 more programming providers; and
wherein the controller is adapted to obtain at least some of the
displayed information from one or more of the programming providers.
3. The fuel dispensing system of claim 2, wherein a plurality of
programming providers are operably coupled to the network interface; and
20 wherein the controller is adapted to obtain at least some of the displayed
information from a plurality of the programming providers.
4. The system of claim 1, wherein the information is selected from
the group consisting of advertising, news, weather, sports, financial news,
entertainment, Internet access, driving directions, and e-mail access.
- 25 5. A computing system for use with a fuel dispensing system
including fuel dispensing equipment, a user interface, and a display,
comprising:

- a medium for storing software instructions;
- instructions stored on the medium for determining a manner in which a user of the system will pay to dispense fuel;
- instructions stored on the medium for obtaining information from 5 one or more remote sources of information; and
- instructions stored on the medium for displaying the information on the display as a function of the manner in which the user will pay to dispense the fuel;
- wherein at least a portion of the information is unrelated to the 10 manner in which the user will pay to dispense the fuel.

6. The computing system of claim 5, further comprising:
instructions stored on the medium for obtaining the displayed information from a plurality of remote sources of information.

15 7. The computing system of claim 5, further comprising:
instructions stored on the medium for obtaining the displayed
information from a plurality of remote sources of information.

8. The method of claim 7, further comprising:
obtaining at least some of the information from a plurality of
remote sources of information; and
20 selecting a subset of the information for display, according to the
identity
of the user.

9. The method of claim 7, further comprising:
displaying information on the display as a function of
25 whether or not the user is a preferred customer.

10. The method of claim 7, further comprising:
displaying information on the display as a function of the degree
to which the user is a preferred customer.

11. The method of claim 7, further comprising:
displaying information on the display as a function of the vehicle
information for the user.

12. The method of claim 11, wherein the information is selected
5 from the group consisting of warranty information, servicing information, and
manufacturer recall information for the customer's vehicle.

13. The method of claim 7, further comprising:
displaying information on the display as a function of the display
preferences for the user.

10 14. The method of claim 7, further comprising:
maintaining a database comprising customer records that
include customer identifiers and customer data.

15. The method of claim 14, wherein the customer data comprises
transaction data representative of how often the user has dispensed fuel
15 using the system within a predetermined time period.

16. The method of claim 14, wherein the customer data comprises
transaction data representative of how much money the user has spent
dispensing fuel using the system within a predetermined time period.

17. The method of claim 14, wherein the customer data comprises
20 transaction data representative of how often the user has dispensed fuel
using the system and how much money the user has spent dispensing fuel
using the system within a predetermined time period.

18. The method of claim 14, wherein the customer data includes
demographic data representative of the characteristics of the user.

25 19. The method of claim 14, wherein the customer data includes
vehicle data representative of the identity of the user's vehicle.

20. The method of claim 14, wherein the customer data includes display preferences for the user.

21. The method of claim 14, further comprising:
retrieving one of the customer records associated with the user;
5 and
processing the associated customer record to determine what to display on the display.

22. The method of claim 7, wherein the information is selected from the group consisting of advertising, news, weather, sports, financial news, 10 entertainment, Internet access, driving directions, and e-mail access.

23. The method of claim 7, wherein the information is selected from the group consisting of warranty information, servicing information, and manufacturer recall information for the customer's vehicle.

24. The method of claim 7, wherein determining an identity of a user 15 comprises determining that the user fits a profile for generalized identification of customers.